for CAL POLY

The ballots are in and the votes are tallied - Read to find out what Cal Poly students prefer in SLO.
As a college student living off a limited income, the importance of discovering the best local businesses that attend to price as well as quality is key to survival. So who does the best job? This year, the Mustang Daily dedicated an entire edition to unraveling that question by surveying hundreds of students to find out what businesses are best for Cal Poly, from pizza to nightclubs.

We can assure that the “Best For” edition won’t be a snooty guide for restaurants you can’t afford, because students voted the best quality for the best prices. One of the key facts in the survey was that price along with quality are important, and rarely are they mutually exclusive. In addition, the businesses most convenient to the students usually didn’t win. Food 4 Less and Trader Joe’s (on Soledad Higuera Street) won multiple categories despite their location miles from campus.

We hope that this edition will be a guide to the experiences and dollars spent by other students, and you will benefit from their recommendations of the best places to use your (or your parent’s) hard-earned cash. Who knew that anyone can get free tacos at The Cliff’s during their Happy Hour (even if it’s during or that High Street Days) for their sandwiches for $4.20 at 4:20 p.m.? This edition will reveal the businesses that truly serve the tastes and budgets of the college community.

It’s important to also consider the fiscal impact of Cal Poly on the local economy. The university is a $1.1 billion dollar industry that heavily supports the local market. Without the continuing support of the students and faculty, many of the business that now thrive would barely survive. So keep in mind that you matter to the continuing existence of the San Luis Obispo community.

Carrie McGourty and Rachel Muqulez
Special Edition Coordinators

Editor’s Note: Surveys were given to the workers as an opportunity to talk about their business in their own words. Some surveys were completed more fully than others.
Cal Poly Essentials:

- Woodstock's
- Books
- Housing
- Schedule

Create Your Own Pizza  Award-Winning Combos  Fresh Salads  Cinnabread

We Deliver!
Lunch  Dinner  Late

We Deliver!

Student Special!

X-LARGE $11.99
1-Topping Pizza

No coupon needed. Must show valid student ID. Additional & Gourmet Toppings Extra. Not good with other offers.

Ask about our Dorm Delivery Deal!

We Deliver!
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Open 'til 3am
Thursday, Friday, Saturday

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Stephanie L. Carter
Student

Salads • Chicken Sandwiches • Burgers

Right across from Taco Bell on Santa Rosa
The economic impact of Cal Poly reaches further than the wallets of students, faculty, alumni and parents

Daniel Ely

According to a recent study, $1 out of every $9 either spent or earned in San Luis Obispo is the result of Cal Poly. That works out to more than $1 billion a year.

The study, conducted by Orfalea College of Business finance professor Kenneth Kiener, showed that Cal Poly has a $1.12 billion impact on San Luis Obispo. The money comes from student and faculty spending as well as school tuition. The study also took visitor spending into account, wages paid by Cal Poly and other economic stimulants directly related to the university.

The study also showed that Cal Poly stabilizes the local economy by being a reliable employer of a consistent number of people, diminishing the possibility of a surge in unemployment. In fact, according to the study, Cal Poly is responsible for 10 percent of the jobs in San Luis Obispo County. However, the numbers alone can't tell the human side of the story.

Witten, however, does rely on Cal Poly in a different way. He is a former crop science student of Cal Poly. Since graduation, he has stayed in the area to work on his ranch and greenhouse. Without the campus being in San Luis Obispo, Witten would probably not have moved into the area and started his business.

Despite local residents' complaints about student activity, the university has an economic contribution of more than $1 billion dollars. Students, parents and alumni are a vital part of the town's financial success.

"Best Drink Deal"

Thank you Cal Poly for voting us...
Bike Shop

Foothill Cyclery

Address: 896-A Foothill Blvd
Hours: Mon.-Fri. 9:30 a.m. - 5 p.m., Sat 9:30 a.m. - 5 p.m., Sun 12 p.m. - 5 p.m.
Founding or interesting history: Started in 1988
Is this a locally owned or a chain business? Who is the owner? Locally owned by Josh Cohen
Special Deals: Best service everyday
Describe the impact of Cal Poly students on your business. They're always polite and respectful during their visits, which is appreciated by the other customers waiting in the lobby. The students are generous customers and very loyal to the stylists.
Explain what draws Cal Poly students to your business more than any other in this category. The most convenient location coupled with great prices, friendly professional service, the No. 1 brands, longest open hours and easy parking is what makes Foothill Cyclery a cut above the competition when it comes to serving the needs of Cal Poly students.

Best Haircut

Supercuts

Address: 253 Madonna Rd., in the Madonna Plaza
Hours: Mon.-Fri. 9 a.m. - 8 p.m., Sat. 9 a.m. - 7 p.m., Sun. 10 a.m. - 5 p.m.
Describe the impact of Cal Poly students on your business. The staff loves Cal Poly students. They bring so much energy to the salon. Their vibrant and witty personalities keep the crew smiling and laughing all day. They're always polite and respectful during their visits, which is appreciated by the other customers waiting in the lobby. The students are generous customers and very loyal to the stylists.
Explain what draws Cal Poly students to your business more than any other in this category. Supercuts offers affordable quality haircuts without an appointment. This is very important for busy, yet stylish, college students. They enjoy the upbeat and lively atmosphere that makes each visit enjoyable and sometimes entertaining. They rely on Supercuts to be open seven days a week with a professional staff that is well-trained and competent. The stylists are experts in haircutting and clipper cuts. Providing excellent customer service keeps students coming back. At Supercuts each customer is greeted with a big smile from one of the receptionists, most of whom are also Cal Poly students.

Runners up

Designer Cuts
University Barber

Honorable Mentions:
Fantastic Sara, Thomas Everett, Rays, SLO Beauty College, District 96

Verizon Wireless

Runners up

Cingular
T-Mobile

Honorable Mentions:
Nextel
AT&T
Universal
Bladerunner Salon and Day Spa

Address: 956 Monterey St.
Hours: Monday - Wednesday, 8:30 a.m. - 5:30 p.m.

Founding history:

Is this a locally owned business or a chain? Who is the owner?
Locally owned by Todd Lemay and Stephen Turlock

Special Deals:
With current Cal Poly ID, all products are 25% off

Describe the impact of Cal Poly students on your business.
The impact is huge! We love Cal Poly students and faculty. We felt the impact of their absence last summer, and we're glad to have summer school back for 2005.

Explain what draws Cal Poly students to your business more than any other in this category.
Our convenient downtown location, coupled with the appeal of "one stop shopping" for cutting edge, yet affordable services and products. The students know they can make themselves at home here and their excitement and enthusiasm keeps us invigorated. Cal Poly is one of the main reasons we have been a viable downtown business for 18 years.

Honorable Mentions:
Sycamore Mineral Springs Resort
SLO Beauty College

Villa Automotive

Address: 787 Francis St., 1234 Broad St., 34 South St.

Founding or interesting history:
The founding family of the Villas came to San Luis Obispo in 1709 and three generations later, they are still here taking care of families' automotive repair needs as well as those of the students.

Explain what draws Cal Poly students to your business more than any other in this category.
Over the years, John Villa saw the need for a full-service automotive complex and so it has come to pass. Import and domestic auto service at 787 Francis St., Villa's downtown facility within walking distance of downtown at 1234 Broad St., and their complex at 34 South St., where you will find radiator service, KV repair and service auto body shop, automatic transmission service and repair and exhaust system replacement. Villa offers free pick up and delivery as well as shuttle service. It's no wonder Cal Poly and San Luis Obispo named Villa the no. 1 Auto Repair Facility on the coast.

Runners up

College Auto Econolube

Honorable Mentions:
Ford Dealership, Winners, Land's Chevrons, Al Tune-n-Lube, Krags, Jim's Automotive

91.3 FM • KCPR • Cal Poly Radio

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Impact
continued from page 4

graduation, parent weekend and Week of Welcome, needing something to read, which creates a busy period for his business.

Spending by parents was not only mentioned at the bookstore.

Amy Robinson and Kristin Sanders, both Cal Poly students and employees of Hands Gallery downtown, said parents and relatives visiting students cause a large boost in business. Even the art gallery, which would appear not to have much in the way of student business, the Poly dollar is apparently everywhere. Robinson said many students go to Hands to buy gifts for friends or family, and visiting friends and family go there to buy gifts for students.

However, probably the most unexpected example of Cal Poly's effect on the local economy is seen at Foster's Old Fashioned Freeze, a business that sells frozen drinks near a campus where most students leave for the summer, meaning that Foster's has to rely on tourism to sustain itself over the three hottest months of the year, when many students are home.

"Summertime is prime," said Nancy Byrd, supervisor at Foster's Freeze. "When we don't have Cal Poly students we have tourists, but we really feel it over break. During the year, students are a large part of our business."

With the sheer number of students and faculty attending Cal Poly, it's no surprise that businesses in the area rely so heavily on students as customers and employees. Stores that place themselves in front of the speeding train of student spending can reap great rewards.

Some may not like the idea that these businesses feel the need to serve the school so much, (not many towns the size of San Luis Obispo would normally be able to support as many bars as this one does) but these business owners really don't have a choice. As far as commerce in San Luis Obispo is concerned, students

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Thanks Cal Poly for voting us the Best Surf Shop!

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WETSUIT SALE

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WETSUIT SALE

WETSUIT SALE
Voted One of the Best Grocery Stores in San Luis Obispo!

You'll find something for everyone when you visit our Gourmet Bakery and Deli. You'll discover Golden Fried and Rotisserie Chicken, fabulous and delicious rich desserts. Plus, if you're planning a party, we can work, and you enjoy the compliments.

The selection in Ralphs Fresh Seafood department will remind you of the fish markets of Maine or Washington. Our Seafood specialists bring you a wide selection of seafood, from Salmon to Tiger Shrimp. Plus, all our seafood is inspected for freshness and quality.

There's no better place to shop for fruits and vegetables than in our Country Fresh Produce Department. From hard to find gourmet items to a perfectly sweet red delicious apple, we have an abundance to choose from, including a large selection of organics.

Colorful bouquets abound in our world-class floral department. Plus, you'll find expert florists that can create custom arrangements for any occasion.

Tiger's Milk Nutrition Bars
Selected Varieties 1.29 ea.

FREE


Club COUPON

2 Liter Mountain Dew
Selected Varieties each 1 L, Pay 0.50

FREE


Club COUPON

201 Madonna Rd., San Luis Obispo
Express

Address: 867 Higuera St.
Hours: Mon.-Fri. 10 a.m.-9 p.m., Sat. 10 a.m.-7 p.m., Sun. 11 a.m.-4 p.m.
Special Deals:
Volcanic Winter Sale starts Monday, Jan. 10. Save up to 70 percent at men's and women's Express.

Describe the impact of Cal Poly students on your business:
Cal Poly is our base customers. We depend on them for the majority of our business. There is always an influx of students that is amazing for the business.

Explain what draws Cal Poly students to your business more than any other in this category:
I think we have a great variety of merchandise that represents Cal Poly students. We professional apparel, fun, going-out tops and also casual everyday items. Our product represents our students' lifestyles.

Honorable Mentions:
Upton's Jeans, Crazy Jax, Lucky Girl, Goodwill, Avanti, Ross, Garmahh, Central Coast Surfboards, Moondoggies

Central Coast Surfboards

Address: 736 Higuera St.
Hours: 10 a.m.-7 p.m. almost daily (later on Thur.-Sat.)
Founding:
Started in 1975 by Cal Poly students living in the dorms.
Special Deals:
Wetsuit sale (see our ad).

Describe the impact of Cal Poly students on your business:
We've always had students work here that love the sports and lifestyle we represent.

Explain what draws Cal Poly students to your business more than any other in this category:
This represents many the students' lifestyles.

Honorable Mentions:
Honorable Mentions:
Poncho's, Eaten, TKD

Village Host

Pizza & Grill

Any Large 1 topping pizza delivered anywhere at Cal Poly

$12

Sunday, Monday Tuesday
5:00 pm to 8:00 pm
543-4200
2138 Broad st
*not valid with any other offer
Best Boutique

Therapy

Address: 733-A Higuera St.

Hours: Mon.-Wed. 10:30 a.m.-6 p.m., Thurs.-Sat. 10:30 a.m.-9 p.m.

Funding history:
The original Therapy was founded in San Francisco in 1994. Currently there are two stores in San Francisco and one in San Luis Obispo.

Special Deals:
Downtown merchants receive a 10 percent discount.

What do you think draws Cal Poly students to your business more than any other in this category?
The business from Cal Poly students, make up a large majority of our customers, have allowed our store to expand. We now carry more women's clothing and accessory lines and have increased our selection of gifts and books to match our customers' tastes.

Describe the impact of Cal Poly students on your business.
Our store carries a unique array of clothing, accessories and gifts that attract people of all ages and backgrounds. We have a large selection of both classic and trendy handbags, as well as an exceptional collection of handmade jewelry. We have a fun assortment of gag gifts that anyone can enjoy, plus an eclectic line of contemporary art books. Our inventory changes weekly, so our customers are sure to find something new very time they visit.

Runners up:
Avanti

Coverings and Lucky Lulu's (tie)

Honorable Mentions:
California Blonde, Hands, Crazy Jay's, Florio

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In 2005, we will be adding poker to our stable of skill games and for an extremely limited time we're looking for a VERY SELECT FEW to join us right at the start. Yes, we will PAY YOU to play poker, as well as giving you a chance at other offers "regular" players will never see.

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Sat 9:00 a.m-6:00 p.m
Sun 9:00 a.m-5:00 p.m

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Ask us about our party trays or 3-6 foot sandwiches!

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Open Every Day Until 6 p.m.
Now Featuring Live Music Sundays 2 p.m. - 4 p.m.
*Free regular size Peet's Coffee or Tea with $3 minimum purchase.
Please bring ad in to redeem offer.

A little taste of Europe right here in SLO!
Taco Roco

Address: 281 Santa Rosa St., 3220 Broad St., 93405 Los Osos Valley Rd.

Hours: varies by location

Founding history:
Taco Roco was founded in 1990 and started in Guadalupe City and opened in San Luis Obispo in September 2004.

Owner:
Locally owned by Nacario Roja and part of a small chain of six locations and two partners.

Describe the impact of Cal Poly students on your business:
Student provide a constant and welcomed boost to our sales. Explain what draws Cal Poly students to your business more than any other in this category.
At the Santa Rosa location, 40 percent of their business depends on Cal Poly. It is convenient because it is close to them. We are a very affordable option for deliciously authentic Mexican food that is fast with friendly service.

Honorable Mentions:
Tio Alberto’s, Pepe Delgado’s, Caba San Luis, Tostitas, Big Fresh, Taco de Mexico, Taco Bell, Texas Flat, Tacos de Acapulco, Pancho’s, Abilene

---

Taco Bell

Address: 774 Foothill Blvd.

Hours: Daily 10 a.m.-9 p.m.

Special deals:
Wide selection of local wines and micro beers and kegs. The great hamburger deal for $3.99

Describe the impact of Cal Poly students on your business:
San Luis Obispo is really slow without Cal Poly, almost dead. Explain what draws Cal Poly students to your business more than any other in this category:
Fast, clean service and you get your money is worth. Our hamburger is made from fresh, local meat and you get your fill with a quarter-pound burger. The atmosphere is fun and you can catch your latest sports event on its big TV.

Honorable Mentions:
McDonald’s, Pastic Express, Dominions, Grappolas, BBQ & Brew, Breakfast Bean, Firestones, High St. Deli, Burger King, Cals Jr., Fresh Choice, NY Pizza, Naccio, Sakura Express, Taco de Mexico, Tio Albertos

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High St. Deli

Address: 350 High St.

Hours: Mon.-Sat. from 9 a.m.-5 p.m., Sun. 11 a.m.-5 p.m.

Founding history:
High St. Market and Deli was built in the 1930s to serve railroad families and has been always a deli. The latest owner Randy “Doozie” Coates bought it in 2000.

Special Deals:
4:20 Special: All sandwiches are $4.20 between 4:20 and 5:00 p.m. (excluding extras)

What draws Cal Poly students to your business more than any other in this category?
Although High St. Deli serves all members of the community, students make up the majority of its patrons.

Describe the impact of Cal Poly students on your business:
Cal Poly students appreciate High St. Deli’s delicious sandwiches, friendly service and fun atmosphere. With a variety of sandwich shops to choose from in San Luis, High St. remains popular because the sandwiches are made with only the freshest ingredients. It offers great specials, yet students can choose their own ingredients to create a sandwich for the most fickle palettes. Good old rock and roll plays in the background. High St. simply is a fun and happy place that serves great food!

Honorable Mentions:
Mozzo’s, Quimbo’s, Ben Franklin’s, Poor Boy’s Subway, Lincoln St. Deli, Firestone’s, Sandwich Factory, Sandy’s, Vons, SLO Fresh Market
Cerro Vista Apartments
“Best Student Housing”

Want to live in the
CERRO VISTA APARTMENTS
next year?

Apply for the lottery!

The opportunity to live in the Cerro Vista Apartments for Fall, 2005, is being offered to current on-campus residents through an online lottery at www.housing.calpoly.edu.

February 15 - 25 - On-campus residents apply to the Cerro Vista lottery online at www.housing.calpoly.edu.

March 4 - Lottery results posted online. Residents not successful in the lottery can go online and place their names on the “Cerro Vista Interest List” and/or apply online for the North Mountain lottery.

March 16 - Students not successful in the North Mountain lottery can go online and place their names on the “North Mountain Interest List.”

March 21 - Both Interest Lists open to current on-campus residents who did not enter either lottery or place their names on either Interest list. Both Interest Lists are also opened at this time to OFF-CAMPUS STUDENTS.

Christina Broot, resident in Cerro Vista Apartments, had this to say about Cerro Vista. “Living in Cerro Vista is absolutely the best place to live in SLO!” She also loves having resources like Community Advisors and community members who are similar to her. Christina has compared living on-campus versus off-campus with her friends and found out that she really has the best option in SLO.

For additional information go to www.housing.calpoly.edu and select “Cerro Vista Apartments.”

Housing and Residential Life... Student Affairs Division
Cal Poly ... San Luis Obispo
Best Grocery Store

Food 4 Less
Address: 3985 South Higuera
Hours: Twenty-four hours a day, seven days a week
Special Deals:
Always the lowest overall prices on groceries, quality meats and produce

Describe the impact of Cal Poly students on your business:
The students help keep us current on new items and trends as we carry things that they request.

Runners up
Trader Joe's
Ralphs

Honorables Mentions:
Trader Joe's, Safeway, Albertson's, Smart and Final, New Frontiers

Best Organic Produce

Trader Joe's
Address: 3977 Higuera St., next to Food 4 Less
Hours: Daily 9 a.m. - 9 p.m.
Founding History:
Opened in San Luis Obispo in 1996 2 miles north of its current location. Trader Joe's was the first nationwide retail to be certified as an organic trader.

Describe the impact of Cal Poly students on your business:
Cal Poly students account for over 10% of our business sales, which is a lot.

Runners up
New Frontiers
Farmers Market

Honorables Mentions:
Costa Co-op, Scolari's, Albertson's, Smart and Final, New Frontiers

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HEAVYWEIGHT EXPLOSION
NON-STOP CAGEFIGHTING ACTION!
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HIGH STREET DELI

Thank You
Cal Poly for voting us...
BEST SANDWICH

Try Our
From 4:20pm to 5:00pm
$4.20 Special
Includes extras

The Mustang Daily is BEST FOR Cal Poly!
**Sakura Express**

**Address:** 1101 Santa Rosa St.

**Hours:** 11 a.m.-10 p.m., daily

**Special deals:** $2 California Rolls on Sunday

**Founding history:** Big Sky took over an old night club space (DK's West India Grill), replaced the dance floor, enlarged the kitchen and opened in 1994, over 10 years ago.

**Address:** 1121 Broad St.

**Hours:** Mon.-Wed. 7 a.m.-9 p.m., Thu.-Sat. 7 a.m.-11 p.m., Sun. 6 a.m.-9 p.m.

**Founding history:** Big Sky took over an old night club space (DK's West India Grill), replaced the dance floor, enlarged the kitchen and opened in 1994, over 10 years ago.

**Address:** 1101 Santa Rosa St.

**Hours:** 11 a.m.-10 p.m., daily

**Special deals:** $2 California Rolls on Sunday

**Describes impact of Cal Poly students on your business:** Thank you for voting us as the best sushi restaurant in San Luis Obispo. Cal Poly students are our best customers and we will always work hard to serve you.

**Explain what draws Cal Poly students to your business more than any other in this category:** Sakura's a great hangout for students. Our express rolls are fast and fresh and our prices meet students' budget. Call ahead for take out and we deliver too. 786-0430.

---

**Big Sky**

**Address:** 1121 Broad St.

**Hours:** Mon.-Wed. 7 a.m.-9 p.m., Thu.-Sat. 7 a.m.-11 p.m., Sun. 6 a.m.-9 p.m.

**Founding history:** Big Sky took over an old night club space (DK's West India Grill), replaced the dance floor, enlarged the kitchen and opened in 1994, over 10 years ago.

**Describe the impact of Cal Poly students on your business:** A warm convivial atmosphere, where you're likely to run into friends or neighbors with carefully prepared healthful food. Lots of vegetarian and vegan choices.

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**Honorable Mentions:**

Shin's Sushi, Yamato, Toshi's, Musashi

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**Mondelo Pronto,**
**Thai Palace,**
**Flame Bay,**
**Pizza Solo,**
**Firestones,**
**Tio Alberto**

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**Tsurugis**

**Yangi**

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**Spikes**

**Open 11:30 AM-2 AM Every Day**

**Happy Hour 3pm - 6pm**

Check Out Daily Beer Specials

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48 oz. Beers On Tap Only $9.00

Food Served Every Night Until 1:00AM • Live Music

$2 Taco Tuesdays • Wednesday: Wings Night $3/lb.

1st & 3rd Wednesdays of the Month: Live Broadcast-Radio Giveaways

Sunday: Student Discount with i.d.

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**23 Beers Now On Tap**

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Check out our New Website

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Save 10% by Reserving your Textbooks.

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Digital Photo Printing (pick up in store)
5 FREE prints with first order!

Books

Computers
Direct links to Apple, Dell & Gateway with educational pricing.

Cal Poly Merchandise
Web Specials & new items every week.

El Corral Bookstore
A nonprofit organization serving Cal Poly since 1933

www.elcorralbookstore.com
Firestone

Runners up

OVERALL

McClintock's
Tahoe Joe's

Honorables Mentions:
Nino, Tahoe Joe's, Mission Grill,
Upper Crust, Applebees',
Giusteppe's, Oars, Vallastra's

Bali's Yogurt

In 1991, the owner opened Bali's under the name of Kona's Yogurt, the
same name as his brother's sandwich shop. Five years later, the name was
changed to Bali's Yogurt.

Describe the impact of Cal Poly
students on your business.

Cal Poly has a huge impact on the
business, as they do on the rest of the
town. We really appreciate them.

Explain what draws Cal Poly stu­
dents to your business more than
any other in this category.

Having the best yogurt, in the best
atmosphere, at the best prices.

Coldstone's

Runners up

Grappolo's
Upper Crust

Desserts

Madonna Inn

A Little History: A landmark on
California's Central Coast for over
forty-five years. The world
renowned Madonna Inn offers 108
rooms, uniquely decorated with a
special theme and color scheme, no
two alike. Enjoy your favorite meal
in our Copper Cafe & Pastry Shop
or in our Madonna's Gold Rush Steak
House. Dance the night away in the
Silver Bar Cocktial Lounge. Shop in
one of our three specialty stores-
Classic Gourmet and Wine Shop,
"My Favorite Things" Boutiques, and
The Brass Tower Men's Clothing
Store. Pamper yourself in the
Whispering Hills Massage Center.

Runners up

BBQ

Mo's
McClintock's

Honorables Mentions:
Old Country Deli, J.D. Boone's, Tahoe Joe's, Campus Market,
Mother's Tavern, SLO Brew, BBQ and Brew

Runners up

Grappolo's
Upper Crust

Honorables Mentions:
Giuseppes, Cafe Roma, Rosa's,
Buena Vista, Nucci's, Dei's

Thank you for your Business!

Craft • Beads • Model • Art Supplies • R.C
Party • Graphics • Framing

Ask for a Student Discount Card for future purchases

BEST FOR
Friday, January 14, 2005 17
Best Pizza
Woodstock's Pizza

Address: 1000 Higuera St.

Hours: Mon - Wed 11 a.m. - 1 a.m., Thurs - Sat 11 a.m. - 2 a.m., Sun 11 a.m. - midnight

Founding history:
Woodstock's opened in December 1990 at 1015 Court St. (next to McCarthy's). Original owners Chuck Woodstock and Mike Chew were killed in a plane crash in 1995. Various managers stepped up to help run the company. Among them Jeff Ambrose.

Locally owned or chain business?
Jeff Ambrose purchased the company from Woodstock and Chew's heirs in 2001. Woodstock's has five locations, all in college towns - San Luis Obispo, Isla Vista, Chico, Davis and San Diego.

Special Deals:
Our Student Special is a great deal and very popular with students. Extra-large 16-inch, 1-topping pizza for $12.99 plus tax. We do more than 200 Student Specials each week. Delivery to the dorms is always free!

Describe the impact of Cal Poly students on your business.
90 percent of our staff are Cal Poly and Cuesta students. Cal Poly is vital to our business.

Explain what draws Cal Poly students to your business more than any other in this category.
Cal Poly students bring Grappolo a solid flow of business nightly. They pack the restaurant on Hospitality night and fill the bar on the weekends. They always bring visiting family and friends to show off one of the local hot spots.

Explain what draws Cal Poly students to your business more than any other in this category.
Cal Poly students bring Grappolo a solid flow of business nightly. They pack the restaurant on Hospitality night and fill the bar on the weekends. They always bring visiting family and friends to show off one of the local hot spots.

Honorable Mentions:
Nucci's, Round Table, Big Daddy's, Papa Murphy's, Pizza Solo, Village Host, Donna's, Backstage, Pizza Planet

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Best Dinner Date
Grappolo Ristorante

Address: 1040 Broad St.

Hours: Lunch 11:30 a.m. - 2:30 p.m., Dinner 5:00-9:30 p.m.

Special Deals:
Monday: Hospitality Night - 50 percent off (food only) restaurant/wine industry employees
Tuesday: Cal Poly Night - 50 percent off (food for) Cal Poly students with a current ID

Describe the impact of Cal Poly students on your business.
Cal Poly students bring Grappolo a solid flow of business nightly. They pack the restaurant on Hospitality night and fill the bar on the weekends. They always bring visiting family and friends to show off one of the local hot spots.

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Cal Poly students bring Grappolo a solid flow of business nightly. They pack the restaurant on Hospitality night and fill the bar on the weekends. They always bring visiting family and friends to show off one of the local hot spots.

Honorable Mentions:
Tahoe Joe's, McClintock's, Mission Grill, Upper Crust, Madonna Inn, Cafe Ronna, Lighthouse, Viennedile, Guiseppe's, Apple Farm, Bhe, Buena Vista, Montclair, Oasis, Stramers, Turg's
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WINERY & VINEYARDS

Address: 883 Figueras Street
Hours: 6 a.m. - 1:30 p.m. (downtown only, other locations vary)

Describe the impact of Cal Poly students on your business.
Students impact our business in many ways. Graduations, Homecoming, Open House, finals week and WOW all cause a huge impact on sales.

Explain what draws students to your business more than any other category.

Runners up
Linnaea's
Uptown Espresso

Address: 197 Pomery, Pismo Beach
Hours: Open 10 a.m. daily, closes Sun-Thurs at 8:30 p.m., Friday and Saturday 9:30 p.m.

Founding history:
Established in 1989. We had 35 seats and two employees. Today we have 76 seats, 45 employees and serve more than 10,000 gallons of clam chowder daily.

Describe the impact of Cal Poly students on your business.
Our customer base is made up of locals, tourists and students. We keep our prices low to attract a student crowd and we also employ Cal Poly students.

Explain what draws Cal Poly students to your business more than any other in this category.
Splash Cafe is a casual, beach-oriented place that serves fresh seafood at affordable prices. We have primarily students, both high school and college, to keep a high-spirited atmosphere. Students love our place because it's fun, busy and serves great food.

Runners up
McCintock's
Steamers

Address: 1347 Wild Horse Winery Ct.
Hours: 9 am - 4 pm daily

Explain what draws students to your business more than any other in this category.

Thai Palace

Runners up
Thailand's Royal Thai

Address: 1347 Wild Horse Winery Ct.
Hours: 9 am - 4 pm daily

Explain what draws students to your business more than any other in this category.

Thai Palace is a casual, beach-oriented place that serves fresh seafood at affordable prices. We have primarily students, both high school and college, to keep a high-spirited atmosphere. Students love our place because it's fun, busy and serves great food.

Best Coffee House
Starbucks

Best Non-SLO Restaurant
Splash Cafe

Best Thai Restaurant
Thai Palace

Honorable Mentions:
Thailand's Royal Thai

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BEST FOR

Student Life

Best Study Spot
Robert E. Kennedy Library

Runners up
Linnaea's
Barnes & Noble

Honorable Mentions:
Starbucks, Borders, Higher Ground, Dennys, Updown Express, Bishop's Lounge

Address: Kennedy Library, Cal Poly San Luis Obispo
Hours: Sun - Thurs 7 a.m. - 1 a.m., Fri 7 a.m. - 8 p.m., Sat 10 a.m. - 8 p.m.

Founding History:
From one room in the first administration building, to Dexter, to the current facility named for the university's seventh president, the library has grown to over five million items: books, journals, multimedia, K-12 learning resources and government documents. Our Special Collections houses archival collections of manuscripts, rare books, architectural drawings and photographs. Materials from the collections have been featured on CNN, PBS, A&E, the BBC, and other international media.

Describe the impact of Cal Poly students on your business:
We are in the knowledge management business to support teaching and learning at Cal Poly. Addressing student information needs in the digital age, in a way that maximizes student learning, drives our current efforts to become a Digital Teaching Library.

Explain what draws Cal Poly students to your business more than any other in this category:
Barnes & Noble provides books to reference, seating areas, late hours, and food and drink to fuel marathon study sessions. Hang out with friends or take a date. Our booksellers can help students find the book they need from our inventory of more than 100,000 titles or from the million titles available to order. Our ship-to-home (or dorm) option can also save student money up to 40 percent. Cal Poly students can save even more with our Barnes & Noble membership: 10 percent off everything in the store, including magazines and the cafe.

Best Book Store
Barnes & Noble

Address: 894 Marsh St.
Hours: 9 a.m. - 11 p.m.

Runners up
Aida's
Borders

Honorable Mentions: Phoenix Books, El Corral Bookstore, Leon's Book Store

Explain what draws Cal Poly students to your business more than any other in this category:
Barnes & Noble provides books to reference, seating areas, late hours, and food and drink to fuel marathon study sessions. Hang out with friends or take a date. Our booksellers can help students find the book they need from our inventory of more than 100,000 titles or from the million titles available to order. Our ship-to-home (or dorm) option can also save student money up to 40 percent. Cal Poly students can save even more with our Barnes & Noble membership: 10 percent off everything in the store, including magazines and the cafe.

3rd Best Dance Spot
Tortilla Flats
Mexican Restaurant & Night Club
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Honorably Mentioned for Best Cocktail & Mexican Food

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Saloon
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San Luis Obispo
(805) 541-0686

Taste the Great American West!
Place to put your parent's up

Apple Farm

Best Student Housing

Cerro Vista

Address: 2015 Monterey St.
Hours: 7-9 a.m. weekdays, 7 a.m. - 10 p.m. Fri-Sat
Founding history: The Apple Farm Restaurant was founded in 1980 and the hotel around 1990 as a tribute to all things American.
Special Deals $99 rate available Sunday thru Thursday only, based on limited availability. Excludes holiday periods and weekends.

The Apple Farm Restaurant was founded in 1980 and the hotel around 1990 as a tribute to all things American.

Special Deals

$99 rate available Sunday thru Thursday only, based on limited availability. Excludes holiday periods and weekends.

Address: On-Campus at Cal Poly State University (Cerro Vista Circle)
Hours: The Cerro Vista Administration Office is open Mon - Fri 9 a.m. - 5 p.m.

Founding history: The Cerro Vista Apartments were completed and ready for students to move in September 2005. Extensive market studies were conducted prior to design, and students gave important input as to what features would be important to college students.

Special deals:

The best deal about living in the Cerro Vista Apartments is the convenience of living on-campus and the staffing and program offerings designed to promote community and academic success.

Address: 2015 Monterey St.
Hours: 7-9 a.m. weekdays, 7 a.m. - 10 p.m. Fri-Sat
Founding history: The Apple Farm Restaurant was founded in 1980 and the hotel around 1990 as a tribute to all things American.
Special Deals

$99 rate available Sunday thru Thursday only, based on limited availability. Excludes holiday periods and weekends.

Address: On-Campus at Cal Poly State University (Cerro Vista Circle)
Hours: The Cerro Vista Administration Office is open Mon - Fri 9 a.m. - 5 p.m.

Founding history: The Cerro Vista Apartments were completed and ready for students to move in September 2005. Extensive market studies were conducted prior to design, and students gave important input as to what features would be important to college students.

Special deals:

The best deal about living in the Cerro Vista Apartments is the convenience of living on-campus and the staffing and program offerings designed to promote community and academic success.

Describe the impact of Cal Poly students on your business.

Apple Farm greatly relies on the business that Cal Poly Parents bring, but it is not limited to parents. The Apple Farm also enjoys patronage from performers working at the Performing Arts Center as well as industry representatives attending conventions or job fairs. They also employ a great deal of Cal Poly students in their restaurant and hotel.

Explain what draws Cal Poly students to your business more than any other in this category.

Students and their parents come to the Apple Farm since it is a 4-diamond hotel that is walking distance from both campus and downtown. The hotel restaurant is excellent featuring the Apple Farm's signature apple dumplings.

Describe the impact of Cal Poly students on your business.

Because Cal Poly students are very important to us, our goal in housing them can be best summed up by the following mission statement: "The Housing and Residential Life Department strives to provide a quality living and learning residential experience for a diverse population of residents."
**BEST FOR**

**22 Friday, January 14, 2005**

**Best Place to have your parents treat**

**F. McClintock's**

Address: 750 Marine Rd., Shell Beach

Hours: Mon - Thurs 4:30 - 9:30 p.m.
Fri 4 - 9 p.m.
Sat 3 - 10:30 p.m.
Sun 4 - 9:30 p.m.


Special Deals: Kids eat steak free at the dining house in Shell Beach!

**Describe the impact of Cal Poly students on your business.**

Most of our waitstaff are Cal Poly students. Open House and Graduation weekends are some of our busiest times of year.

**Best School Supplies**

**Staples**

Address: 323 Madonna Rd.

Hours: M-F 8 a.m. - 9 p.m., Sat 9 a.m. - 7 p.m., Sun 10 a.m. - 6 p.m.

Founding history: Since 1908.

**Special Deals:**

15 percent off (regular prices) available to all Cal Poly students and faculty with ID.

**Runners up**

**Tahoe Joe's**

**Madonna Inn**

**Runners up**

**El Corral Bookstore**

**Aida's**

**Honorable Mentions:**

Beverly's has been very supportive of the local college student needs. We have constantly been there to meet last minute needs. Their continued support is very much appreciated. We hope the relationship continues to prosper.

**Best Craft Store**

**Beverly's**

Address: 876 Higuera St

Hours: Sun 10 a.m. - 7 p.m., Mon - Fri 9 a.m. - 9 p.m., Sat 9 a.m. - 8 p.m.

Founding history: Since 1968, Beverly's has been the crafter's choice for crafts, fabrics, silk floral, scrap booking and so much more!

**Special Deals:**

15 percent off (regular prices) available to all Cal Poly students and faculty with ID.

**Runners up**

**Micheals**

**Laws**

**Honorable Mentions:**

Red Hot Pottery

**Runners up**

**El Corral Bookstore**

**Aida's**

**Honorable Mentions:**

Wal-Mart, Law's, Long's

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**Honorable Mentions:**

Apple Farm, Big Sky Mission Grill, Novo, Cafe Roma, Sycamore Springs

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**Runners up**

**Madonna Inn**

**Runners up**

**El Corral Bookstore**

**Aida's**

**Honorable Mentions:**

Wal-Mart, Law's, Long's

**Runners up**

**Madonna Inn**

**Runners up**

**El Corral Bookstore**

**Aida's**

**Honorable Mentions:**

Wal-Mart, Law's, Long's

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**SUNDAY NIGHT IS STUDENT'S NIGHT**

Bring in your student i.d. and receive 50% OFF most dinner menu items.

Student night is from 6:00 to 9:00 p.m.

(Gratuity and drinks not included in special pricing)
Managing a budget pays off

Amanda Strachan
MONDAY, DAILY

While developing a budget is not usually the first thing on a student's list of things to do, creating a workable budget now may pay off later. Research showing that an increasing number of college students are leaving school with high credit card and loan debts.

A common misconception among students is that they can spend money and accrue debt now, thinking that after graduation there will be a big pay check waiting.

The truth is, there are many other expenses that come along with graduating. Most students lose coverage from their parents' health and car insurance which adds a monthly expense that can run more than $200. Plus there's no guarantee that there will be a big pay check after graduation.

"It's good to start with a clear slate," said Eric McGovern, administrative assistant for the finance and accounting departments at Cal Poly.

"Students are one thing, but don't rack up debt going on big ski trips or on trips to Europe. It's good to recognize that you're a student!" Budgeting is a learning process that students can ease into.

"Track your spending for two to four weeks to find out where your money is going. Is four trips to Starbucks a week really necessary?" retired loan officer Anita Pitchford said.

McGovern said when he was a student, once he looked at how spent versus what he brought in, which made it easier to eliminate certain expenses.

"Getting rid of cable and cutting back on going out to eat and buying frivolous stuff really helped," he said.

This baby step into budgeting can yield surprising results. Eating out a couple times a week may not seem like much, but over a month that can add up to anywhere between $50 (if you spend roughly $5 a meal) to $180 (if you spend around $8 a meal). Don't forget there's a monthly grocery bill in addition.

San Luis Obispo offers a variety of ways to cut down the price of eating out. "There's usually some kind of special going on somewhere in San Luis every night," psychology senior Zach Galluzzo said.

Going out for a date can be as simple and cheap as going to SLO Brew on Tuesday nights. "[They] have a two for one steak special that runs like $8.95," Galluzzo said. "You get a good amount of food and it tastes pretty good."

Another way to cash in on living in a college town is to take advantage of two-for-one deals and student specials. Places like Woodstock's, B'wiched and Big Daddy's Pizza offer some sort of student special or buy-one-get-one-free deal.

A large number of businesses in San Luis Obispo have joined together to offer discounts through the SLO County Passport card. "The SLO Passport has a lot of good deals," accounting junior Andrea Howel said. "You can get two for one deals or 10 percent off at a lot of places."

More than 80 restaurants in the county, such as Ben Franklin's, Salsicha's, Blue, and Cabo San Luis offer discounts through the card. Alcohol also puts a big dent in student's wallet. College students spend about $5.5 billion dollars annually, according to a report last year performed by Mothers Against Drunk Driving.

Once you get an idea of how much money you are spending, you can start to develop a strong budgeting system, starting with sitting down and writing it out.

"It was a matter of laying out my expenses, looking at what I brought in, which made it easier to eliminate certain expenses," McGovern said. Keeping meticulous track of where the money is going may seem time consuming but in the end it's a lesson that will literally pay off. "There's no substitute for financial independence but, it takes work," Pitchford said.
80's Night
On Wednesday Night

MISSION GRILL
STEAKS • SEAFOOD • PASTAS • PRIME RIB

805.547.5544
The Cliffs

Special Deals:
Happy Hour: Mon.-Fri. 4 - 7 p.m.

Describe the impact of Cal Poly students on your business.
Cal Poly students have made us No.1 Happy Hour in every publication in San Luis Obispo, not to mention a fun exciting place to work.

Explain what draws Cal Poly students to your business more than any other in this category.
Besides the complimentary tacos and drink specials? Maybe its the views. Who knows? You'll have to ask anyone that's been here. But all in all, the Cliffs does offer some things that no other bars do. Whether it's raiding the taco bar on a Friday night, taking that special someone out for a romantic dinner, watching the game on Monday nights or eating more than you should at the Champagne Sunday brunch, the Cliffs has something for everyone all the time.

Mother's Tavern

Address:
2757 Shell Beach Road, Shell Beach, CA 93424

Hours:
Breakfast 7 - 11 a.m., Lunch 11 a.m. - 4 p.m., Dinner 4 - 10 p.m., Br 11 a.m. - 11 p.m.

Runners up
Frog and Peach

Hudson's

Honorable Mentions:
Applebee's, The Graduate, Blue, Mother's Tavern, Grappolo and Mission Grill

Thank you Cal Poly for voting us "BEST DINNER DATE"

MONDAY ••• Hospitality Night
50% OFF FOOD
for anyone who works at restaurants, hotels & bars (friends included)

TUESDAY ••• Cal Poly Night
50% OFF FOOD
for students, faculty & staff with valid university ID

WEDNESDAY ••• Ladies Night
50% OFF ALL DRINKS AT THE BAR FOR LADIES

Albertson's

Address: 1314 Madonna Rd.

Hours: 6 a.m. - midnight, daily

Explain what draws Cal Poly students to your business more than any other in this category.
Mother's Tavern is owned and managed by Cal Poly alumni, the majority of the staff are college students, and our evenings are dominated by a student-based clientele.

Explain what draws Cal Poly students to your business more than any other in this category.
Mother's Tavern provides a quality experience for our customers with beautifully unique, social environment. We pride ourselves on maintaining a fun, but safe atmosphere.
**Best Cocktail**

**Blue**

**Vallartas**

**Best Local Wine**

**Wild Horse**

**Runners up**

**Mother's Tavern**

**Mission Grill**

**Honorable Mentions:**
- Vallartas
- Applebee's
- Mission Grill

**Address:**
998 Monterey St.

**Hours:**
4 p.m. - 2 a.m., daily

**Special Deals:**
Half-price drinks on Sundays.

Explain what draws Cal Poly students to your business more than any other in this category. Atmosphere, affordable drinks, engaging staff and great music.

**Best Margarita**

**Vallartas**

**Address:**
1761 Monterey St.

** Hours:**
11 a.m. - 10 p.m., daily

**Special Deals:**
- When using the SLO passport card for the first time, you receive one free meal when purchasing two. After the first time, you get 10 percent off total bill. We are also in the Camprooms in which you buy one meal and receive the second for free.

Describe the impact of Cal Poly students on your business. The Cal Poly students are a huge impact on the restaurant. About 70 percent of business during the night is students. We have a banquet room that many students use for events or parties.

Explain what draws Cal Poly students to your business more than any other in this category. The students come in for our famous 60-ounce margaritas and pitchers. We have more than 100 types of tequila which satisfies everyone. We use real mangos and strawberries in our margaritas, unlike some places which only use a mix. You can also get a free 60-ounce margarita on your 21st birthday. We have the best margaritas this side of the border. Cal Poly brings a lot of people into our area, which brings in a lot of revenue to the San Luis Obispo community. We are thankful as business owners to be in the Cal Poly district.

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Try one of our 1/2 lb burgers

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Sat and Sun: Breakfast/Brunch 8am-4pm, Dinner 4pm-10p.
The Ultimate SLO Experience

A timeline of the essential experiences that give San Luis Obispo its identity

Jamie Brady
MUSANCI DAILY

Defining what gives San Luis Obispo its character and vitality is as niche a small feat. Residents and visitors who keep coming back year after year know the unique and distinctive features that make the town what it is. From its charisma-infused downtown to the picturesque hills and mountains in which it rests, the city gives countless reasons why everyone loves "The SLO Life."

The first element to any ultimate week in San Luis Obispo begins with heading to the popular Bishop's Peak for a morning hike. Many locals can be found walking and even running the trails. The climb is long and exhausting but the view at the top of the mountain, looking over San Luis Obispo makes the trek worthwhile. The view from the uppermost spot is by all means spectacular.

Fremont Grill is always a favorite lunch or dinner spot for barbeque lovers.

"My favorite place to eat is always Firestone because of their good tri-tip sandwiches," kinesiology junior Kevin Casdeman said.

The restaurant is most famous for their tri-tip sandwiches, but hungry customers also come in for the popular pig sandwiches, baskets of fries and great salad. The setting is also fun for sports enthusiasts because of the large screens showing the latest games.

Shopping downtown after lunch at some of the unique stores can be a great way to spend an afternoon. Stores like Decades and Fanny Wrappers give visitors a taste of the local variety that San Luis Obispo has to offer.

"I really like going to Boo Boo Records to look at all their albums and Cheap Thrills to check out their LPR," said biology junior Jed Kohl.

After shopping, it can be fun for locals and visitors to catch a movie at one of the theaters. The Palm shows independent films while The Downtown Center Cinema shows mainstream flicks. The Fremont is a hot spot at night when it's lit up with neon lights to illuminate its 1940s facade.

Locals and visitors alike often enjoy some favorite downtown restaurants like Venni Vai, known for its classic Fettuccine Alfredo and delicious wines, Woodstock's for its mouth-watering pizzas and Midtown's for its juicy steaks and all the fixings. A fun after-dinner favorite for many residents is stopping by Larne'a for some coffee or tea. It's a welcoming environment for sitting inside where it's warm, listening to live music.

Any day, visitors can find surfers at the local beaches. With the Central Coast's mild climate, surf enthusiasts are often found riding waves throughout winter season.

"I like to find some good waves because there are always hundreds up and down the coast," said environmental engineering junior Matt Boting.

Another enjoyable place residents go to is the Laguna Lake Dog Park. Locals from all over town bring their dogs to play in the open grass and fields. Many people bring their dogs every day for some fun, social times and a chance to let them run wild.

A well-known tourist stop downtown is Bubblegum Alley. Many individuals wonder how people got gum up on the wall so high and how many years some of that gum has been there.

The Cal Poly "P" is one of the most noticeable landmarks in San Luis Obispo, even though it is constantly changing. It's an essential part of Cal Poly and boosts school spirit because different clubs decorate it to show their pride.

Farmers' Market on Thursday night is a long-standing tradition of San Luis Obispo for both residents and visitors.

"I like to come to Farmers' for the good barbecue and to look at all of the booths," said structural engineering senior Lara Dargel.

Guests can walk around and look at all of the bands playing and then get a bite to eat from one of the barbecue vendors. Midtown's is often a favorite among most SLO-lifers, where they offer tri-tip, chicken sandwiches and kabobs. The food is delicious, and people join together to eat along the sidewalks.

Another fun event is to walk biking Poly Canyon, behind the Cal Poly campus. It's a good workout and on the way, bikers and bikers can stop and see all of the senior projects that have been built up in the hills. Some of the structures are quite a sight to see and it's clearly visible that students often spend tons of time on their undertakings.

The SLO-lifer also knows when the local night life really gets going. Tuesday night is infamous for Pint Night at Frog and Peach. Friends congregate and bring their pint glasses from home to get the great drink specials. Often local bands play. Other places like SLO Brew and Mother's Tavern also offer local music on occasion.

The Library, Mission Grill, McCarthy's, Bulls and Mother's are all fun places to go many nights of the week, especially Friday and Saturday nights. Dancing, drinks and fun are had by all who attend these events and show their pride.

From morning to late night, San Luis Obispo has something fun and exciting for everyone to enjoy. It may be called the SLO life, but with so many unique attractions — its not slow in the least.
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SAN LUIS OBISPO
CALIFORNIA

"Best Place to Put Up Your Parents
(other than your couch)"
in the Mustang Daily Readers Poll

1. Pamper yourself at our Traditional-Style Inn located in the historic Mission town of San Luis Obispo
2. Only minutes from Hearst Castle, wineries, beaches, and Cal Poly
3. Enjoy a therapeutic massage, stroll our gardens, shop at our extensive gift stores
4. Private party and wedding packages available
5. Dine at our famous Restaurant and Bakery, now serving cocktails and appetizers
6. Cal Poly Parents stay for $99
   (Sunday - Thursday, based on availability, exp. June 9, 2005.)

2015 Monterey Street San Luis Obispo, CA www.AppleFarm.com
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Everyone loves a Mustang Daily editor
Thanks for voting us #1

Come in for some of our famous clam chowder in a bread bowl

Open daily at 10am
197 Pomeroy Pismo Beach

SLO location coming soon!

KISS ME!
I work at the Mustang Daily

Tip #47: Make the Mustang Daily your only paper!

FEELING LIGHTHEADED?
Reading the Mustang Daily increases brain cells lost over the weekend. Enjoy!

VALLARTA'S
Mexican Food

Come in and try our

60 oz Margaritas
over 60 types of tequila

Thank you for voting us #1

1761 Monterey Street • San Luis Obispo • 543-0777 • 220 Five Cities Drive • Pismo Beach • 773-2772
Best Buy

Address: 255 Madonna Rd. in the Madonna Plaza

Hours: Sun 10 a.m. - 7 p.m., Mon. - Thur. 10 a.m. - 9 p.m., Fri & Sat 10 a.m. - 10 p.m.

Founding history:
Best Buy began as a little storefront in St. Paul, Minnesota called Sound of Music. In 1983, the board of directors for Sound of Music decided to change the corporate name to Best Buy, taking the stance that we won’t be understated on any item. Best Buy in San Luis Obispo opened its doors to the public in August of 2001.

Special deals:
Best Buy generally has great deals. They also have low prices on your favorite DVDs, CDs, and games for Xbox, PlayStation2, Gamecube, Nintendo Advance and DS as well as a large variety of PC games.

Describe the impact of Cal Poly students on your business.
The students at Cal Poly help our store by providing a fun and lively atmosphere, making up the core of our daily business.

Explain what draws Cal Poly students to your business more than any other in this category.
PlayStation2 and Xbox in our Gaming Test Drive and a full Home Theatre Surround Sound System. The low prices on games, CDs, and DVDs.

KISS ME!
I work at the Mustang Daily

Address: 850 Foothill Blvd.

Hours: 10 a.m. - midnight, daily

Special deals:
Thousands of movies free with MVP membership. A 90-day trial offer is only $9.99 every 30 days, regularly $14.99. Five-day rentals are available. Cancel at any time, credit card required.

Honorable Mention:
Captain Jack’s, Studios, crossroads and Net Flix

Runners Up
Boo Boo Records
iTunes

Honorable Mentions:
Cheap thrills, Borders, Wal-Mart, Radio Shack and Audio Video City

It begins on the streets. It ends here.

Inspired by
A True Story

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In Theaters Everywhere January 14

Runners up
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Earn $15-$20/hr. No experience necessary. International Bartender School will be back in SLO one week only. Day/Even classes. Job placement pt., time/full time openings, limited seating, call today 1-800-859-4109 www.bartriana.com

Hottest live music nightclub looking for fun energetic personalities. Hiring bartender, bartender, cocktail server,ouncer, and janitor. Fax resume to 466-3679 attn: Hoover's Live

Part-time child care needed Two children: a 3 year old and an 18 month old. Flexible hours, north county resident preferred. Call 239-6179

Best Movie House
Palm Theatre
Address: 817 Palm St.
Hours: We generally have shows at 1 p.m. (weekends only), 4 p.m., 7 p.m., 9:15 p.m.

Founding history: Established in August 1988. The Palm Theatres was the old Employment Development Department. It's now the "first solar powered theatre in the country."

Locally owned or chain business: Locally owned by Jim Dee (Jim also books Take2—the movie show on KCBI and World Music KCBI. Jim's daughters also work here.

Special deals: Monday: Bargain Night, $5 for all shows Tuesday: KCPI, $1 off for those who wear KCIPI apparel or mention KCIPI at the box office window. Regular prices are $4 matinees and $7 for general admission.

Describe the impact of Cal Poly students on your business: Half the employees are Cal Poly graduates and Cal Poly professors are our favorite regulars. Students are encouraged to take advantage of KCIPI night.

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